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The Relationship between Brand Identity and Customer Engagement: An Analytical Study with a Sample of Faculty Members from University of Al-Qadisiyah Colleges

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The purpose of the current study was to test the nature of the relationship between brand identity and customer engagement with its dimensions (enthusiasm, attention, absorption, interaction, and identification). Accordingly, a sample of faculty members was chosen in the colleges of Al-Qadisiyah University, as 247 questionnaires were distributed to the study sample, which means the necessity to indicate the tools that are used in order to show the results of the study. Therefore, the most important statistical tools that were used for this purpose were represented in the structural equation modelling SEM, Alpha Cronbach's coefficient, and the normality distribution represented by the "Kolmogorov-Smirnov, Shapiro-Wilk" tests, arithmetic mean, standard deviation, variance, materiality, the Pearson correlation coefficient, and regression coefficients obtained by the AMOS.V. 24 program. The study results showed that there are a correlation and significant impact between the mental image of the brand and customer engagement, and the most important findings of the study were the attention in providing the distinct personality of the brand, which is tailored to the requirements, expectations, and perceptions of customers.

Key words: *Brand Identity, Customer Purchase, Analytical Study.*

Introduction

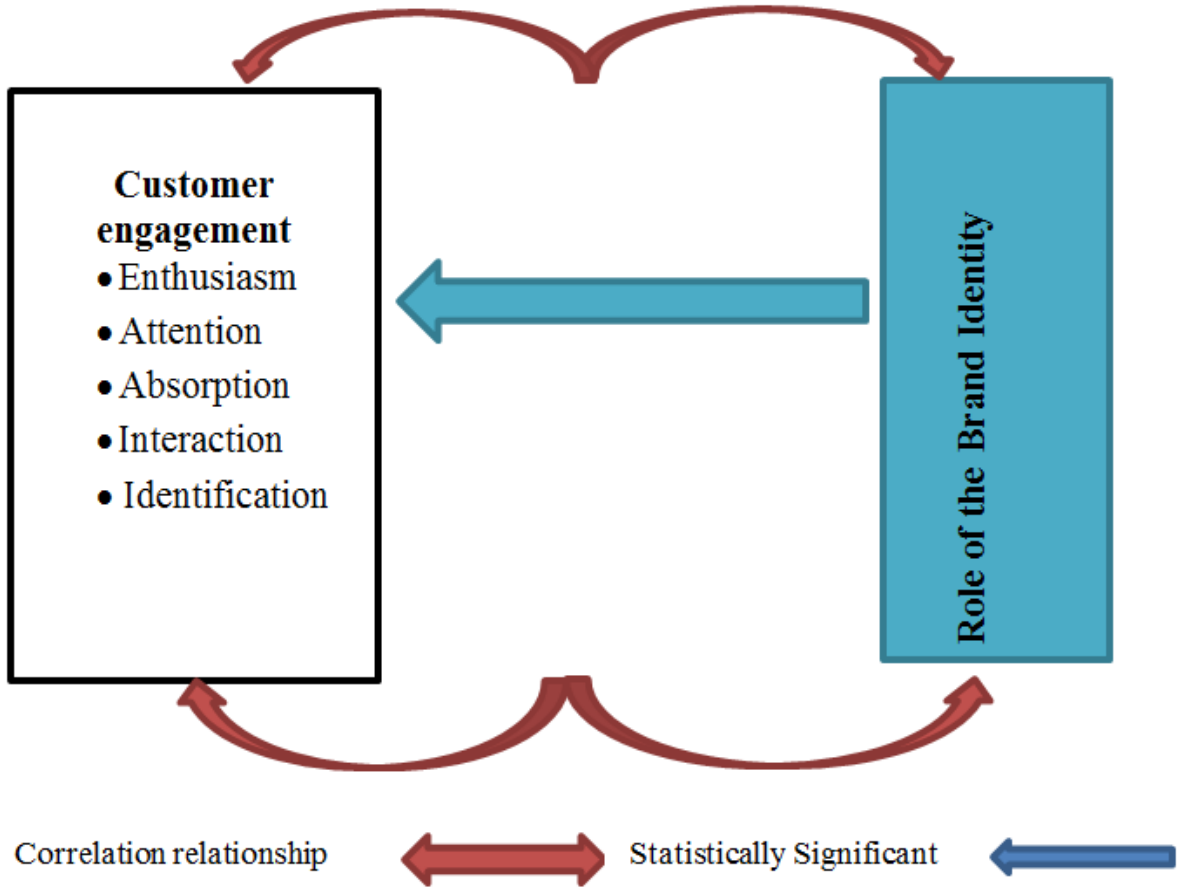
The telecommunications sector is one of the most important pillars of any country's economy in the world, for the active role of this sector in contributing to the economic development of countries, as governments pay great attention to it and keep pace with developments in all technical and non-technical aspects. In this vital field, communications companies, especially those working in the private sector, compete by providing many offers and services in the local, regional, and even international markets, in an effort to meet the needs and desires of customers. Furthermore, telecommunications companies do not have the same business relationships as other competitors in the market, through which they can occupy a space in the minds of their customers about the type of services provided by them and that reflect their brand, which achieves a state of customer engagement in the purchase decision of those services or not. Based on the foregoing, the current study aimed to search, and in an analytical scientific manner, to clarify the nature of the impact of the brand identity and the customer engagement in the purchase decision, and to study the relationship between them or not. Therefore, the research included four topics; the first topic was devoted to showing the research methodology, while the second topic was devoted to showing the theoretical aspect of the research. On the other hand, the third topic was devoted to presenting the practical aspect of the research, and the research concluded with the fourth topic that was devoted to presenting the findings of the research as well as recommendations and suggestions that could be a guide for the organisation surveyed or other organisations working in the same sector.

Research Methodology, Importance, and Objectives

The research problem lies in the following questions: Is there a statistically significant correlation between brand identity and customer engagement? Is there a statistically significant correlation between the brand identity and the customer engagement dimensions represented by enthusiasm, attention, absorption, interaction, and identification? Moreover, is there a statistically significant impact relationship of the brand identity in the customer engagement? Is there a statistically significant impact relationship of the brand identity in the customer engagement's dimensions represented by enthusiasm, attention, absorption, interaction, and identification? However, the research objectives include defining the role of brand identity in enhancing customer engagement, in addition to disclosing the nature and type of relationship between the brand identity and customer engagement and presenting some suggestions and recommendations that could serve as a guide for decision-makers in the organisation surveyed. Furthermore, the importance of current research is reflected in highlighting two important contemporary concepts, namely brand identity and customer engagement, and explain the role of brand identity as one of the tools that provide important information about customer expectations and perceptions. Also, the current research

contributes through its findings by providing important data to researchers in the field of brand identity and customer engagement; therefore, the current research can be directed to other researchers to conduct other studies and research. Additionally, the research model and hypothesis development include the independent variable, which is a one-dimensional brand identity. The dependent variable: It is the customer engagement in the purchase decision, which was measured through enthusiasm, attention, absorption, interaction, identification, and Figure 1 shows the hypothetical research model.

Figure 1. hypothesis research model



Research Hypotheses, Limits, and Methods

The research is based on two main hypotheses, and each hypothesis emerges from several sub-hypotheses. The first main hypothesis refers to a statistically significant correlation between the brand identity and the customer engagement dimensions represented by enthusiasm, attention, absorption, interaction, and identification. The second main hypothesis represents a significant relationship of the impact of the brand identity in the customer engagement's dimensions, which is represented by enthusiasm, attention, absorption,

interaction, and identification. The research limits include human limits represented by the faculty members at Al-Qadisiyah University, while the spatial limits are represented by the 75 departments of the Al-Qadisiyah University colleges, and the temporal limits extended from mid-October 2018 to late October 2019. The current research followed the descriptive approach in order to cover the theoretical side, which includes the theoretical review of the variable of brand identity, and of the variable of customer engagement in the purchase decision. The analytical method was approved in the research in order to present the practical aspect of the study. Some methods related to data collection on theoretical and practical aspects of the current research have been approved including the theoretical aspect, where on the theoretical side, a group of books, researches, articles, discreet magazines, master's theses, and Ph.D. theses were used in addition to using the Internet. As well as, the practical aspect: The researcher used the measurement tool (the questionnaire on the study practical aspect), as this method is represented in using a set of programs for the practical aspect that were represented by SPSS.V.24, AMOS.V.24 programs; Table 1 explains the search variables and their dimensions.

Table 1: search variables and their dimensions

Variable	Dimension	Items number	References
Brand identity	One-dimensional	3	Khalil, 2015
Customer engagement	Enthusiasm	5	Rather&Sharma,2017
	Attention	5	
	Absorption	6	
	Interaction	4	
	Identification	4	

The Theoretical Aspect

The views on brand identity differ due to the different opinions and concepts put forward to study the brand identity (Da Silveira et al., 2013: 29; Csaba & Bengtsson, 2006: 118; Holt, 2002: 70). However, the brand identity refers to a unique and brand-related group (Pike et al., 2010: 435; Kohli & Leuthesser, 2001: 78), Moreover, brand managers aspire to create important strategic content. In addition to that, the brand identity represents a set of processes, which includes the concerted efforts of the brand strategy in developing, evaluating and maintaining the brand identity, as well as connecting the brand identity to all individuals and groups inside and outside the organisation responsible for the organisation's marketing communications (Madhavaram et al., 2005: 69; Srivastava, 2011: 340-341; Ind, 1990: 101). Demirbag et al. (2010: 1291) pointed out that brand identity represents unique groups that aim to create or maintain brand strategies, where the brand identity is mainly related to the customer and identifies the methods approved by the organisation in order to

communicate the ideas it wants to customers. Furthermore, Wijaya (2013: 62) observed that the brand identity refers to the physical or tangible hobbies of the brand or product that contribute to introducing customers to the brands or other products of the organisation such as logo, colours and sounds, as well as smells, packaging, location, and corporate identities, etc. DeChernatony (1999: 157) indicated that the brand identity reflects the aspirations of stakeholders, their personal, spatial, cultural images and their vision towards the brand of the organisation's products. Sääksjärvi & Samiee (2011: 170; Keller, 2003: 66) showed that the brand identity as a unique group of brands related to the organisations that work to maintain and create them. Thakor (1996: 27) explains that a brand's identity expresses the natural features of a brand's image. Brodie et al. (2009: 345) added that a brand identity is a group of human attributes that are an integral part of a brand. According to Gylling & Lindberg-Repo (2006: 257), a brand identity is defined as a group of brands through which marketers aim to create and obtain; furthermore brand identity is mainly associated with a strong brand (Nandan, 2005: 264). Balmer & Thomson (2009: 15) believes that brand identity can be affected by different concepts of identity, as identity represents the reality of an organisation in reflecting the customer's image (Grayson & Ambler, 1999: 132). Harris & Charlatony, 2001: 441 De Chernatony (1999: 157) stated that a brand's identity comes from brand vision and culture, positioning, personality, relationship, and display. Aaker (2003: 1) mentioned that a brand identity is a group of brands that need to be developed and maintained in order to build the brand strategy. From the foregoing, it was observed that the brand identity is a combination of interrelated processes that express the organisation's brand by reflecting the behaviour of individuals within and outside the organisation. Moreover, the concept of customer engagement has received scientific attention from researchers and academics in various fields, including psychology, sociology, marketing, and organisational behaviour and their forefront (Van Doorn et al., 2010; Kumar et al., 2010; Brodie, Hollebeek, Juric, & Ilic, 2011; Vivek, Beatty, & Morgan, 2012; Breidbach, Brodie & Hollebeek, 2014; Kim et al., 2015; Dovaliene, Masiulyte, & Piligrimiene, 2015) (Dovalienė et al., 2016: 205). Table 2 showed different opinions related to the subject of customer engagement.

Table 2: the concept of customer engagement for a group of researchers and writers

Seq.	The researcher	The concept
1	Mollen&Wilson,2010 :919	Cognitive and emotional commitment to the active relationship with the brand of the organisation.
2	Bijmolt et al.,2010:341	It is one of the methods that customers use to create distinctive value and competitive strategies in order to interact actively with the organisation
3	Van Doorn et al.,2010:253	Manifestations and behavioural events of customers towards the brand of the organisation.
4	Hollebeek,2011:785	The level of the state of mind to stimulate the customer and brand-related, which depends on the organisational context and is characterised by specific levels of cognitive, emotional and behavioural activity in the brand's interactions.
5	Hollebeek,2011:290	The level of motivational state of mind related to the brand that customers rely on in assessing the organisation's knowledge, emotional and behavioural activities related to the brand.
6	Vivek et a.,2012:127	Events and activities in which customers participate in the organisation and that are not directly related to the search for an alternative, and take decisions that include choosing the appropriate brand
7	Hollebeek et al.,2014:149	The ability of customers to positively deal with the organisation's brand knowledge, emotional and behavioural activity.
8	Kam et al.,2014:1	A psychological condition that occurs based on the interaction of customers and their experiences regarding workers, services, agents or the purposes of the organisation.
9	Alexander& Jaakkola,2015:24	A psychological condition resulting from interactive experiences between the customer and the organisation's agents
10	Islam& Rahman,2016:2009	The ability to influence customer satisfaction and affect loyalty, organisational performance, reputation and value
11	Kumar&Pansari,2016 :2	Attitudes, behaviours, and levels that represent the relationship between customers, organisations, and employees
12	Zahari et al.,2018:23	The behaviour of the customer that goes beyond the purchase process that is motivated to participate in the various activities of the organisation

From the foregoing, it can be said that the customer engagement represents a set of behaviours, attitudes, events, and psychological, behavioural, and cognitive situations that customers use in order to contribute to the organisation's activities that are represent by the organisation's reputation, the organisation's culture, the organisation's brand, etc. This contributes to helping the organisation in increasing customer satisfaction and gains loyalty

towards its brand. There are five main dimensions by which a customer engagement can be measured, and these dimensions are:

1. Enthusiasm

This dimension refers to the intense excitement of the customer and his attentions focusing on engagement, as well as enthusiasm representing a strong level of excitement or enthusiasm and brand attention (Harrigan et al., 2017: 598). While So et al. (2014: 308) observed that enthusiasm focuses on the participation and satisfaction of workers in the organisation. Bakker & Leiter (2010: 187) indicated that enthusiasm represents high levels of energy and intellectual flexibility at work. From the foregoing, it can be observed that enthusiasm is a psychological state that the individual feels while receiving more material and significant incentives by the organisation.

2. Attention

This refers to the marketing philosophy that creates attention as one of the customer engagement aspects that involves focused attention on the degree of customer attention in the organisation that achieves its desires (So et al., 2012: 9). Lin et al., 2008: 40; Scholer & Higgins (2009: 137) stated that attention expresses the level of customer focus and awareness towards the brand by participating in the design of this brand, which will potentially improve their attention towards the brand of the organisation, which in turn leads to an increase in the number of purchase times per product. From the foregoing, it can be observed that attention indicates the emotional state that was incurred by working individuals because of the organisation's attention in their needs and desires, which leads to the strengthening of organisational loyalty to workers towards it.

3. Absorption

This indicates the status of customers when achieving their desires, and the happiness and luxury they feel towards the service or brand of the organisation (Lin et al., 2008: 41). (Csikszentmihalyi, 1990: 1; Patterson et al., 2006: 4; Schaufeli et al., 2002: 71) indicated that absorption refers to the high level of focus for customer engagement in brand design, so the absorption is a positive feature if it was absorbed by customers continuously inside or with

the brand. (Al-Hassani, 2013: 9-10; Abdullah, 2018: 247) believes that absorption is concerned with a complete focus in work and happiness when doing it. From the foregoing, it can be stated that absorption is the ability of an organisation to absorb the opportunities available to it and work to invest in it in order to enhance its internal capabilities.

4. Interaction

Interaction is an important aspect of customer engagement, as it works to direct customers online and communicate with the organisation's offerings, as interaction involves exchanging opinions, ideas, and feelings regarding the experience with the organisation's offerings (Patterson, 2006: 4; Muniz et al., 2001: 412). From the foregoing, it can be observed that interaction is the ability to work individually to deal with other coworkers, which leads to the enhancement of the principle of sharing information and tacit knowledge.

5. Identification

It indicates that customers perceive the value of their affiliation to the organisation, as the customer sees that his self-image is intertwined with the brand image at the level of the organisation's offerings (Bhattacharya et al., 1995: 46; Bagozzi & Dholakia, 2006: 49; Rather & Sharma, 2017: 4). (Fayrouz, 2017: 423) mentioned that, according to the theory of social identity, engagement represents the strong relationship between the organisation and the workers, which strengthens the worker to make double efforts in working for the organisation, and in return can strengthen the strong links between the organisation and the worker. From the foregoing, it can be noted that identity is the state that customers and workers feel proud of belonging to this organisation.

The Research Practical Aspect

The current topic aims to measure the reliability of the measuring tool approved in the study, and in order to achieve this purpose, the study relied on a group of famous and most used methods in statistical science, and the most famous of these programs is SPSS.V.24, and AMOS.V.24. Perhaps one of the most famous of these tests was the normality distribution test and the Alpha Cronbach test, and in order to extract the results, the study resorted to expressing the variables included in the analysis with a set of symbols as shown in Table 3.

Table 3: Coding and characterization of research axes

Variable	Dimension	Items number	Code
Brand identity	One-dimensional	3	BRID
Customer engagement	Enthusiasm	5	CUEN
	Attention	5	CUAT
	Absorption	6	CUBS
	Interaction	4	CUIN
	Identification	4	CUID

The normality distribution test is one of the most important tests through which the nature of the data can be detected, and whether the results can be generalised to the study community or not, and in order to achieve this purpose two hypotheses must be tested: Null hypothesis: - It is assumed that data taken from the study population do not follow the normality distribution. An alternative hypothesis is that it is assumed that the data taken from the study community follow the normality distribution. Among the most well-known tests for conducting a normality distribution test are Kolmogorov-Smirnov, Shapiro-Wilk tests, which assume that the significant value of the data subject to the analysis is higher than 0.05, where the results obtained that it can be generalised to the community under study; Table 4 shows the results of the normality distribution test for research variables.

Table 4: Results of the normality distribution test

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Brand identity	.152	247	>0.05	.949	247	>0.05
Enthusiasm	.205	247	>0.05	.877	247	>0.05
Attention	.130	247	>0.05	.958	247	>0.05
Absorption	.193	247	>0.05	.892	247	>0.05
Interaction	.197	247	>0.05	.887	247	>0.05
Identification	.210	247	>0.05	.914	247	>0.05
Customer engagement	.119	247	>0.05	.940	247	>0.05

The results of Table 4 indicate that the significant value is higher than 0.05, which means that the data taken from the population of the research sample follows the normality distribution, and therefore the research results will be accepted. Furthermore, the validity and reliability of the measuring instrument were tested; the reliability refers to measuring the questionnaire to indicate the extent of credibility, and the suitability of the questionnaire to the sample the research community. Table 5 shows the Alpha Cronbach's coefficients. The results of same Table indicate that the value of the Alpha Cronbach transactions is higher than the assumed

rule, which indicates that the extracted value must be or more than 0.750; therefore the results shown in the Table below show that the value of the Alpha Cronbach is accepted as being higher than the required level.

Table 5: Alpha Cronbach's coefficients

Axis	Dimension	Items number	Alpha Cronbach for dimension
Brand identity	One-dimensional	3	0.959
Customer engagement	Enthusiasm	5	0.950
	Attention	5	0.946
	Absorption	6	0.951
	Interaction	4	0.954
	Identification	4	0.950

The results of Table 6 indicated that the general average of the arithmetic mean for the dimension of brand identity was 3.79, while the standard deviation reached was 0.689, with a variance of 0.475, and materiality of 76%. Perhaps the item which contributed to that, was the first item of BRID1 with an arithmetic mean of 3.95 and with a standard deviation of 0.728, with a variance of 0.530, and materiality equal to 79%. The second item of BRID2 ranked the last with an arithmetic mean of 3.70, with a standard deviation of 0.938, and variance equal to 0.879 and with the materiality of 74%.

Table 6: Analysis of the descriptive statistics for items of the brand identity dimension

Item code	Arithmetic mean	Standard deviation	Variance[1]	Materiality[2]%	Attention ranking
BRID1	3.95	0.728	0.530	79%	1
BRID2	3.70	0.938	0.879	74%	3
BRID3	3.74	0.826	0.682	75%	2
Averages brand identity dimension					
Arithmetic mean		3.79	Standard deviation		0.689
Variance		0.475	Materiality		76%

The results of Table 7 showed that the materiality of the customer engagement variable was 74%, an arithmetic means of 3.70 and a standard deviation of 0.558, and a variance of 0.311. Perhaps the dimension that contributed to this, was the identity dimension, which ranked the first with materiality, amounted to 77%, while the attention dimension was ranked the second with materiality amounted to 74%, Furthermore, the dimension of enthusiasm, absorption, and interaction was ranked the last by a materiality of 73%. From the foregoing, it can be said that the studied sample possesses a sufficient amount of customer engagement, and perhaps the foundations that provided this information and knowledge with the customer's engagement were represented in the principles used to know the customer's identity,

requirements and attention in satisfying these necessities. Therefore, the studied sample must provide sufficient enthusiasm, interaction and absorption to satisfy these requirements and to achieve customer satisfaction and happiness.

Table 7: descriptive analysis for the dimensions of customer engagement variable

Dimension	Arithmetic mean	Standard deviation	Variance	Materiality %	Attention ranking
Enthusiasm	3.63	0.497	0.247	73%	3rd
Attention	3.69	0.689	0.475	74%	2nd
Absorption	3.67	0.699	0.489	73%	3rd
Interaction	3.65	0.815	0.663	73%	3rd
Identification	3.86	0.602	0.362	77%	1st
Averages brand identity dimension					
Arithmetic mean		3.70	Standard deviation		0.558
Variance		0.311	Materiality		74%

Measuring the correlation relationship between research variables is concerned with measuring the correlation relationship between the variables and dimensions of research, which refers to the variable of the brand identity as an independent variable, and the customer engagement variable as a dependent variable; therefore Table 8 shows the correlation relationship matrix. It was observed from the results of Table 8 the existence of a statistically significant correlation between the brand identity and the customer engagement of 0.391, and the dimensions of each of them. As the correlation relationship between variables and dimensions of the research ranged from 0.149 as a minimum for the interaction dimension to 0.516 maximum for the absorption dimension.

Table 8: The correlation relationship matrix

Variables	Enthusiasm	Attention	Absorption	Interaction	Identification	Customer engagement
Brand identity	.326**	.401**	.516**	.149*	.282**	.391**
Enthusiasm	1	.794**	.712**	.504**	.738**	.859**
Attention	.794**	1	.793**	.615**	.752**	.929**
Absorption	.712**	.793**	1	.407**	.527**	.806**
Interaction	.504**	.615**	.407**	1	.678**	.782**
Identification	.738**	.752**	.527**	.678**	1	.863**
Customer engagement	.859**	.929**	.806**	.782**	.863**	1
N=247	**. Correlation is significant at the 0.01 level (2-tailed).					
	*. Correlation is significant at the 0.05 level (2-tailed).					

Measuring the relationship effect between research variables includes the second sub-hypothesis, which indicates the presence of a statistically significant effect on the brand

identity in the dimensions of customer engagement. However, it can be concluded from Table 8 results that there is a significant effect of the brand identity variable on the enthusiasm dimension. As the increase in the brand identity variable (BRID) by one standard weight, the enthusiasm dimension increases with a standard weight of 0.326, a standard error of 0.068, a critical value of 4.7941 and an explanatory value equal to 0.107, as well as, the presence of a significant effect of the brand identity variable in the attention dimension. With the increase in the brand identity variable (BRID) by a rate of one standard weight, the interest dimension increases with a weight of 0.401, with a standard error of 0.091, a critical value of 4,406 and an explanatory value of 0.161. In addition, there is a significant effect of the brand identity variable in the absorption dimension: - With the increase in the brand identity variable (BRID) by one standard weight, the absorption dimension increases by a weight of 0.516, with a standard error of 0.086, a critical value of 6 and an explanatory value of 0.267. A significant effect of the brand identity variable in the interaction dimension: - With the BRID variable increasing by a value of one standard weight, the interaction dimension increases with a weight of 0.282, a standard error of 0.083, a critical value of 3.3976, and an explanatory value amounting to 0.022.

Moreover, there is a significant effect of the brand identity variable in the identification dimension: - With the increase in the brand identity variable (BRID) by one standard weight, the identification dimension increases with a weight of 0.085, a standard error of 0.026 , a critical value of 3.269 and an explanatory value amounting to 0.080. From the foregoing, it

can be said that the studied sample should strive to satisfy the desires of the customers that they need from the products which carry the brand identity of the parent company. This leads to the need to improve the knowledge of the studied sample by customer engagement toward the products that customers prefer, which leads to an increase in the number of purchase times. Finally, the results in Table 9 indicated the standard weights of the brand identity effect on the dimensions of customer engagement.

Table 9: the standard weights of the brand identity effect on the dimensions of customer engagement

variable	Path	Dimension	Estimate	S.E.	C.R.	R^2	P
BRID	<---	CUEN	.326	0.068	4.7941	.107	***
BRID	<---	CUAT	.401	0.091	4.4066	.161	***
BRID	<---	CUBS	.516	0.086	6	.267	***
BRID	<---	CUIN	.149	0.066	2.2576	.022	***
BRID	<---	CUID	.282	0.083	3.3976	.080	***

Conclusion

1. There is a correlation relationship between the brand identity and the customer engagement in the purchase decision, which leads to creating good results between the studied organisation and customers, which must contribute to developing its brand by inventing new methods in gaining customer satisfaction.
2. The existence of the relationship of the brand identity effect on the customer engagement to the purchase decision, which means that the mental image contributes mainly to developing the capabilities of the studied organisation in understanding the customer's engagement to the purchase decision.
3. The studied organisation is concerned with the necessity of devising distinctive colours and methods that contribute to the rapid identification of the brand, which is reflected in the studied organisation's products and services by increasing customer appetite for buying products.
4. The studied organisation is keen on the necessity of providing the appropriate personality for the brand, which has to invent more methods and programs that develop the personality of the brand, that in turn leads to enhancing the ability of customers to distinguish between the brand of the studied organisation and the brand of competing organisations.
5. The studied organisation is concerned with the necessity of setting a set of marketing standards and objectives that develop the personality and identity of the brand in dealing with crises.

Recommendations

1) The studied organisation must create a brand that is easy to pronounce and capable of attracting the largest possible number of customers, which leads to creating a good reputation for the studied organisation and increasing its profits.
2) The studied organisation must use different methods to enhance brand identity in order to achieve its long-term objectives.
3) The studied organisation must be keen on being able to communicate and interact with customers, in order to identify the products they prefer and work to satisfy these requirements, in order to gain their loyalty towards the studied organisation.
4) The studied organisation should devise methods and strategies that can influence the perceptions of customers in order to motivate them and encourage them to repeat the purchasing process.

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Appendix

Questionnaire
Mr. Esquire.
Dear Madam.
Good greeting:-
The questionnaire in your hands aims to obtain data that is used to carry out the tagged research (the role of the brand's personality in engaging the customer) and it is part of the requirements for obtaining a master's degree in business administration specialization. As you are concerned with the matter, and because you are the most capable of others, we hope that you will answer its items with all accuracy and objectivity, your cooperation with me will show the extent of your interest in reaching accurate results, in support of "the scientific process.

Please kindly read the following notes: -
* Your answer will be used for scientific research purposes only. "
* Your accurate objective opinion is required, as there are no right or wrong answers.
* In front of each item, you will find (5) alternatives ranging from (strongly agree, agree, indifferent, not agree, strongly disagree). We ask you to put a sign (√) in front of each of them that expresses your view.
* Please answer all questions of the form.
* The researcher is fully prepared to answer your inquiries about the questionnaire expressions.
With our sincere thanks and appreciation for your cooperation with us, we wish you the best of luck

Study variables

First: The brand identity is a combination of interrelated processes that express the organisation's brand by reflecting the individual's behavior within and outside the organisation.

	Item	Strongly agree	Agree	Indifferent	Not agree	Strongly disagree
	The company's brand includes an attractive symbol that reflects the quality of its services					
	The company has an easy-to-pronounce name that reflects its mission					
	The company's trademark includes colors that distinguish it from competing brands					

Second: The customer engagement: - A set of behaviors, attitudes, events, and psychological, behavioral, and cognitive situations that customers use in order to contribute to the company's activities, which are (company reputation, company culture, the company's brand, etc.), which contributes in helping the company to increase customer satisfaction and gain loyalty towards its brand.

	Item	Strongly agree	Agree	Indifferent	Not agree	Strongly disagree
	Enthusiasm					
1	I have a great feeling to deal with the company and obtain its services					
2	I feel excited about doing business with the company and obtain its services					
3	Feel the enjoyment with the company and benefit from its services					
4	I love to obtain the company's services because of the many advantages it provides					
5	Feel the attraction while dealing with the company					
	Attention					
1	I feel responsible for this company					

2	I would like to know more about this company					
3	The services provided by the company always attract my attention					
4	The company adopts marketing methods that attract my interest in its offered services					
5	I would like to know more about the type of new services that the company can offer					
	Absorption					
1	When I interact with the company I forget everything around me					
2	I feel that time passes quickly while dealing with the company					
3	I feel sad when dealing with the company					
4	I feel part of the company while dealing with it					
5	I feel attracted to the company when dealing with it					
6	I feel very happy when dealing with the company					
	Interaction					
1	I feel a desire to participate in the conferences held by the company					
2	Interact with others by brainstorming about services proposed by the company					
3	I feel happy while exchanging ideas with others about the services provided by the company					

4	I would like to participate greatly in the company's activities in a way that enhances interaction with the services expected of it					
	Identification					
1	I feel dissatisfied when someone criticizes the services proposed by the company					
2	When I talk about the company, I use the word "we" instead of the word "they".					
3	I feel that the success of the company is a success for me					
4	I feel that any praise is given to the company that he also praises me					